



# **Nevada International Trade Revenue Opportunities Market Entry Program Client Manual**

This program is made possible  
under a cooperative agreement with the  
U.S. Small Business Administration



Administered by:

Nevada Office of Economic Development  
808 West Nye Lane  
Carson City, NV 89703  
<http://NITRO.nv.gov>

## Table of Contents

Introduction .....	3
NITRO Market Entry Program Outline .....	4
Program Eligibility .....	5
Participants .....	5
Products .....	6
Countries .....	7
Eligible Activities .....	8
Ineligible Activities .....	10
NITRO Application .....	11
NITRO Approval Process .....	13
Amendments and Additional Funding .....	14
Activity Checklist	
Marketing Activities .....	15
International Travel .....	16
Reimbursement Requirements .....	18
General Requirements for Invoices, Payments & Activities .....	19
Specific Requirements by Activity	
OED Services .....	22

## Introduction

The federal State Trade and Export Promotion (STEP) program is funded by the United States Small Business Administration and the State of Nevada. The Market Entry Program is designed for businesses that desire financial support to build brand-name recognition of U.S.-made products in foreign markets and increase product exports. The program provides participants with up to 50 percent reimbursement for eligible marketing activities.

The Nevada Office of Economic Development (OED) administers the Nevada International Trade Revenue Opportunities (NITRO) Market Entry Program for companies located in the state of Nevada. The aim of the initiative is to increase the export of Nevada-made products from Nevada to foreign markets.

This manual will help you understand the NITRO Market Entry Program and show you how to get the maximum reimbursement for your company. The federal regulations of the NITRO Market Entry Program are detailed within. Use this manual to ensure your promotional activities are conducted according to the regulations and reimbursed to the fullest extent possible.

As part of the state's cooperative agreement with the U.S. Small Business Administration, all materials and records in conjunction with this program are available for federal audit. Data collected from the activities will be utilized to support the grant and help ensure the future viability of the program.

## **Nevada Market Entry Program Outline**

The Nevada Market Entry Program (NITRO) helps small businesses market products overseas.

Nevada companies may apply to receive up to 50% reimbursement for eligible marketing expenses. Only pre-approved marketing activities are eligible for reimbursement through the NITRO Market Entry Program.

Matching funds are allocated to companies on a yearly basis depending upon their marketing experience. The minimum funding request is \$2,500. Companies must spend \$5,000 in promotional activities to be reimbursed \$2,500 (50%) by OED. The maximum funding request is \$12,500.

Below is an outline of the program and the major steps companies must take:

### **General Dates**

#### **Submit Application**

##### **November 1 through December 1**

Apply to the NITRO Market Entry Program prior to the start of the program year. Applications received by November 1 will be in the first round of allocations. Applications received after December 1 will be processed based on the availability of funds.

#### **Receive Contracts and Invoice**

Once you receive your NITRO Market Entry Program contracts and the invoice for the 4% administrative fee, the signed contracts and fee must be returned to OED within 30 days of receipt or approved funding may be withdrawn.

#### **Conduct Export Marketing Activities**

##### **Approval Date through September 29<sup>th</sup>, 2012**

Conduct eligible activities between your approval date and the last day of the program year. If a promotional activity involves a branded product or country not listed on the application, an amendment to the application must be submitted and approved in advance of the activity.

#### **Request Reimbursement**

##### **Approval Date through September 29<sup>th</sup>, 2012**

Submit reimbursement requests and supporting documentation to OED within 30 days of the conclusion of an eligible activity. All claims must be submitted within the fiscal quarter of the scheduled activities.

Fiscal Quarters:

- 1<sup>st</sup> October 1- December 31**
- 2<sup>nd</sup> January 1-March 31**
- 3<sup>rd</sup> April 1- June 30**
- 4<sup>th</sup> July 1-September 29**

#### **Submit Program Results**

##### **September 29, 2012**

At the end of each program year, participants must complete an online survey to document program results. This mandatory survey is part of the STEP contract. The results are used by OED to keep the NITRO Program viable, both internally and at the federal level.

## **Program Eligibility – Participants**

To qualify for the NITRO Entry Program a company must:

### **1. Meet the State Requirement**

Participants (a corporate office or production facility) must be located in the state of Nevada. Companies must be registered with the Nevada Secretary of State and hold a current State of Nevada Business License.

### **2. Be Small**

All participants must be considered “small” under the U.S. Small Business Administration. All employees of affiliates, such as parent companies, subsidiaries, etcetera, must be included in employee totals.

All participants must have a small business that;

- Have been in business for not less than 1-year period ending on the date on which assistance is provided using a grant.
- Is operating profitably, based on operations in the United States
- Have demonstrated understanding of costs associated with exporting and doing business with foreign purchasers, including the costs of freight forwarding, customs brokers, packing and shipping, as determined by the Associate Administrator.
- Have in effect a strategic plan for exporting.

### **3. Be a U.S. Business Entity**

Each participating company must be a registered business entity in the United States.

## **Program Eligibility – Products**

To qualify for the Silver STEP Market Entry Program, a product must:

### **1. Be Branded**

Product labels/packaging must promote a brand name. Unlabelled bulk products are eligible but must be approved in advanced by the director of global business development.

### **2. Be of U.S. Origin**

Products must contain at least 50% U.S. content that originates in the United States, excluding water or packaging. Products processed but not made in the U.S. are not eligible.

### **3. Be Clearly Labeled as Product of the U.S.A and/or Nevada**

The product's label must identify the origin of the product as "Product of U.S.A." or "Made in America." The full name of Nevada can substitute for "U.S.," "U.S.A.," or "America" ("Product of Nevada," or "Made in Nevada"). The statement of origin cannot be contained within the brand name. "Distributed By" does not satisfy this requirement, as products made with foreign ingredients can be distributed in the United States. If this phrase is used, you must add "Product of the U.S.A." to the label or package. The NITRO Program cannot, under any circumstances, reimburse expenses if the Nevada-based supplier does not label its products with the U.S.A. origin statement.

### **4. May Not be Covered by Another Federal Grant Program**

Companies can participate in OED's NITRO Market Entry Program ONLY if funding assistance is not available for their product(s) through another federal grant program such as U.S.D.A./Foreign Agricultural Service/Market Access Program (MAP).

## **Program Eligibility – Countries**

Participants may conduct activities for reimbursement in almost all countries, except:

### **Federally Prohibited Countries**

\*Cuba, Iran, North Korea, and Sudan

### **U.S. Territories and Outlying Areas**

American Samoa, Federated States of Micronesia, Guam, Midway Islands, Puerto Rico, and U.S. Virgin Islands

\*Approved for certain agricultural food, wood and medical products.

## Program Eligibility – Activities

The international promotional marketing activities listed below are eligible under the NITRO Market Entry Program. All promotional materials and product labels must clearly identify the brand and the product's U.S. origin (see Page 6). Additionally, activities must occur during the program year. Activities occurring prior to the approval date will not be reimbursed, unless approved and paid for before the last day of September.

### 1. Advertising - Production, placement, and/or broadcasting

Circulars, magazine ads, moving ads (on buses, trucks, vans, or cars), newspaper ads, radio ads, television ads, importer/distributor website ads, and billboards.

### 2. Fees for Promotional Services

Demonstrators, interpreters, and translators who assist with eligible promotional activities, including in-store demonstrations, trade shows, and international trade seminars. (Employee, importer, and distributor wages are not eligible.) Fees must be expressed as rate per hour, and reimbursement may not exceed the maximum hourly rate determined by the U.S. government. Please check with OED for the maximum rate that can be paid during the program year.

### 3. Freight – Shipment costs

- Samples, materials, and equipment to and from a promotional activity.
- Samples and promotional materials to international buyers.

### 4. In-Store Demonstrations/Displays - Promotion expenses

Disposable demonstration supplies, equipment rental, temporary displays (with useful life of less than 1 year), temporary space rental for end-of-aisle and gondola displays, and uniforms for demonstrators. The cost of product samples is not reimbursable.

### 5. State-Directed International Trade Missions - Travel

If a trade mission is pre-approved and is funded by OED, participants may qualify for reimbursements on expenses for travel for two U.S. based company employees, participation fees, and freight. Travel expenses are not eligible for importers/distributors, consultants, or interpreters. If you are traveling to a trade mission, please contact OED to verify eligibility under the Program.

### 6. International Trade Seminars - Event expenses

Seminar room rental, rental of equipment, materials printed for the seminar, and demonstrator wages are all eligible expenses. Eligible seminars are those designed to inform industry representatives about the approved brand name products on the application. (Related travel expenses, catering, and seminar attendance fees are not eligible.)

### 7. Modifications to Labels and Packaging

Design, production and printing of **one year's supply** and any labor costs to attach or sticker (if outsourced).

Participants **must** demonstrate that:

- The changes are necessary to meet the labeling requirements of a foreign country.
- The changes are to existing packaging and labels.

Changing flavors, color, varieties, or the size of the packaging is considered new product packaging and is not reimbursable.

### 8. Printed Sales Materials - Production, distribution, translation, and direct sales materials

Banners, brochures, catalogs, posters, price lists, shelf-talkers, and related P.O. S. materials.

### 9. Trade Shows

#### International Trade Shows - Exhibition and travel expenses

The NITRO Market Entry Program covers 50% of basic trade show expenses (see above) and limited foreign travel expenses (airfare, lodging, and meals) for a maximum of two U.S. based company employees. Travel expenses are



not eligible for importers/distributors, consultants, or interpreters. Maximum coverage includes the show dates plus two nights before the show for setup and one night after the show for breakdown.

*Please note:* If a U.S. Pavilion is present, the participant must exhibit within it in order to receive reimbursement for any associated expenses. This includes any distributors representing the participant's products at shows. If no U.S. Pavilion exists at a show, this rule does not apply.

#### **10. Translation Expenses**

Costs to translate eligible promotional materials from English to a foreign language.

## Program Eligibility – Ineligible Activities

OED cannot reimburse the costs associated with any activity or product not specifically included and approved as part of the participant's Country Marketing Plan. Expenses related to activities that occur before the approval date of the application are not eligible for reimbursement. In addition, all activities must promote the brand name and the U.S. origin. Expenses considered costs of doing business fall outside the objectives of the NITRO Market Entry Program and are not eligible for reimbursement. The list below is a general guide of **ineligible expenses**:

### 1. Administration

- Office costs
- Communication costs (phone, fax, internet)
- Parking fees
- Subscriptions to publications
- Advertisements in company published periodicals
- Business cards
- Membership fees in clubs, trade associations, and professional organizations
- Delegate participation fees for conventions or symposiums
- Monthly public relations fees
- Translation services associated with routine business matters
- Using grant funds as collateral for a loan

### 2. Business Development

- Seasonal greeting cards
- Internet website development & maintenance
- Slotting and shelf-space fees
- Licensing fees
- Product registration
- Shelf trays and other product merchandise
- Coupon design, printing, and redemption
- Price discounts, sweepstakes, or marketing activities that reduce the selling price of a product
- Refundable deposits and advances
- Promotional activities tied to the purchase of product

### 3. Capital Expenditures

- Purchase of items with a useful life of 1 year or more
- Purchase, construction, and lease of space for permanent displays
- Appliances
- Office equipment
- Rental, lease, or purchase of warehouse space

### 4. Personnel, Consultants, or Buyers

- Salaries
- Allowances
- Living expenses
- Meals, receptions, or entertainment
- Gifts
- Consultant fees
- Transportation
- Travel expenses

### 5. P.O.S. Materials

- In-house design and printing expenses – All design and printing expenses must be outsourced

### 6. Project Management

- Business meetings
- Hiring/training staff
- Staff supervision
- Travel expenses

### 7. Products

- Market Research, testing fees
- Product development or modification costs
- Cost of product samples

- Design and production of U.S. origin stickers

## STEP Application

Take the following steps when applying for NITRO Market Entry Program funds:

### 1. Gather Materials

Before beginning your application, collect the following:

#### a. NAICS Code

Used to identify the applicant's business industry. The code determines if the applicant meets the SBA definition of a small business. To find your SIC code, visit <http://www.sba.gov/regulations/siccodes/siccodes.pdf>.

#### b. DUNS Number

Data Universal Numbering System number (DUNS). Unlike national employer identification numbers, a DUNS number may be issued to any business worldwide. U.S. government agencies require that a vendor have a DUNS number for identification purposes.

#### c. Sales Figures

Confirms total sales and gross export sales for 5 individual calendar years. OED needs your actual sales for 3 years prior to the application, and projected sales for the year you are currently completing and for the year you are applying for. Please be aware that these records are subject to a public forum..

#### d. Country Information

Refer to OED's list of eligible activities to develop a marketing plan for each country. Obtain details for each activity you will conduct (names, dates, and costs). Determine the amount of matching funds you will request per country. The minimum funds request per country is \$2,500.

### 2. Complete Application

The STEP Application is available beginning November 1 each year and can be found at [www.NITRO.nv.gov](http://www.NITRO.nv.gov). Companies must complete an application each year. The application includes the following:

#### Application

Requires basic information, including contact information, a list of the brand name products to be promoted, sales figures, and the total funding request and marketing plan for each country the company is applying for.

#### Certification Statement

A statement acknowledging that the application information set forth by the applicant is true and accurate. Must be signed by the applicant.

#### Certificate of Exclusivity/Private Label Agreement

Must be completed if applicant is promoting a brand name product it does not own.

### 3. Mail Supporting Application Materials

After completing the application, send the following items to:

NITRO Program  
Nevada Office of Economic Development  
808 W. Nye Lane  
Carson City, Nevada 89703

#### a. Check or Money Order for \$250 Application Fee

Non-refundable fee for an application to be reviewed and processed.

**b. Dun & Bradstreet Business Background Report**

Provides detailed information about the applicant, including sales, locations, number of employees, and owners/subsidiaries.

**c. Tax Return**

Copy of most recent U.S. federal tax return for your company.

**d. Company Brochure and Product Literature**

Brochure or literature about the applicant and the brand name products.

**e. Original Product Label and/or Packaging**

Required for each brand name product you will promote as listed in the application. The label/packaging must indicate U.S. origin.

**f. Certificate of Exclusivity/Product Addition Form**

If you are promoting a brand you do not own, you must return the Certificate of Exclusivity and/or Private Label Agreement Form signed by the applicant and the brand owner.

## **STEP Approval Process**

Once an application is completed, OED determines the allocation amount and the approval date. An Applicant Notice is then emailed to the participant, who reviews it for accuracy and notes any changes, then initials it and faxes or emails it back to OED. OED then mails the contracts and an invoice for the administration fee to the participant.

### **Allocation**

OED allocates funds to approved companies on a first-come, first-served basis. Once all funding is allocated, the application process is over until the next year (unless allocated funds are under-utilized by awarded companies and turned back into OED) . Allocations are determined based on a variety of factors:

- Amount of total funding available
- Quality of a company's application
- Prior program performance, in other federal grants.

Not all applicants may receive the full amount requested. OED reserves the right to accept or reject any application, or to limit allocations to any applicant.

### **Review Committee**

The NITRO Market Entry Program's review committee consists of 16 members: 11 current Nevada-based companies that are successfully engaged in or are familiar with exporting activities; 5 partner agencies—Small Business Administration, Department of Commerce, SCORE and NV Industry Excellence; OED's Director of Global Business.

### **Approval Date**

The earliest approval date an applicant can receive is January 3. Activities that occur before the approval date are not reimbursable.

### **Program Contracts**

Each approved applicant is issued two contracts for the program year. Both contracts must be signed and returned to OED within 30 days of receipt. If the signed contracts are not received within 30 days, approved funding may be withdrawn.

### **Administrative Fee**

Approved applicants are charged a non-refundable administrative fee equal to 4% of the approved funding allocation. An invoice for this fee will accompany the program contracts. Payment is due within 30 days of receipt. If the payment is not received within 30 days, approved funding may be withdrawn.

## **Amendments and Additional Funding Requests**

Often, participant companies need to make changes to their plans after the program contract has been signed and administrative fees have been paid. Changes to existing program contracts are accomplished through amendments. Amendments can be made anytime during the program year. Contact OED in advance with any questions. Amendments can be used to add the following:

- Countries – Amend your application online and notify OED by email of the country addition.
- Brand name products – Complete the Product Addition Form and submit it to OED with original labels of the products to be added, along with a completed Certificate of Exclusivity if you do not own the brand.

### **Additional funding**

- To request additional funding, contact the OED Client Manager by email. Approval is based upon availability of funds.

## Marketing Activities Checklist

This checklist will help you before, during, and after the activity.

### Pre-Approval

Verify that the activity, promoted product(s), and country are listed on the approved application.

### Timing

Activities must occur after the "Approval Date" and before the conclusion of the program year (September 30) unless paid for by the last day of September.

### U.S. Origin

All activities and materials (product labels, promotional materials, advertising, booth signage, etc.) must identify the origin of the product as "Product of U.S.A.," "Made in America," "Product of Nevada" or "Made in Nevada." The U.S. state must be spelled out in its entirety; it cannot be abbreviated. *Please note:* The statement of origin cannot be contained within the brand name.

### Ensure Activity Eligibility

Before commencing any marketing activity, verify that the activity is eligible.

### Review Invoice

Program regulations require that invoices provide detailed information:

- Date
- Name and contact information of vendor
- All itemized charges (summary invoices are not eligible)
- Certain activities require specific details on the invoices.

### Pay For Activity and Keep a Record

A confirmation of payment is required. The acceptable forms of payment include:

#### **Cash Receipt**

A signed receipt for cash expenses less than \$1,000. For cash expenses exceeding \$1,000, a letter from the vendor stating the invoice has been paid in full.

#### **Check**

A cleared, bank-encoded check, or a copy of the front of the check accompanied by a copy of the bank statement showing the check withdrawal as a line item.

#### **Credit Card Statement**

Must show name of the participating company, the vendor, and the charge as a line item.

#### **Wire Transfer Confirmation**

The request alone is not sufficient; wires must be confirmed by the bank.

#### **Credit/Debit Memo**

A copy of the credit/debit memo, a copy of the account statement or product invoice showing the deduction taken, and copies of invoices for product shipped to the vendor that equal or exceed the amount of the credit/debit memo.

### Document Activity

Provide proof of the promotional activity. Because this varies by promotional activity, please see the activity details under Reimbursement Requirements.

## Activity Checklist – International Travel

Companies will only be reimbursed for travel to exhibit at international trade shows or to participate in approved trade missions. If you are traveling to a trade mission, please contact OED to verify eligibility under the Program. *Please note:* Travel expenses are eligible for a maximum of two U.S. based company employees. Travel expenses are not eligible for importers/distributors, consultants, or interpreters. This checklist will help you before, during, and after your trip.

### Before Trip – Make Travel Preparations

OED reimburses for travel that takes place two days before a trade show and one day afterwards. Additional days are at the company's expense.

#### \_ Submit Pre-Travel Notification

Send the Travel Notification Form to the in-country Commerce post at least 14 days prior to travel. Retain a copy to submit with your travel claim.

#### \_ Purchase Airline Tickets with Care

##### Comply with the Fly America Act:

Travelers must fly on a U.S. carrier in and out of the United States. Travel outside of the U.S., within other countries, may be on a foreign carrier. If it is a "codeshare" flight the 2-letter code for the U.S. partner airline must show on the ticket.

##### Buy Full Fare Coach/Economy Class Tickets:

Travelers will be reimbursed for up to 50% of the cost of a full fare coach/economy class ticket. Business or First Class travelers must submit a written quote of the coach/economy class fare for the same destination and dates of travel for consideration.

##### Choose Direct Flights to and from the Destination:

Fly directly to and from the approved destination. If you fly to other destinations or extend your trip, you must submit a written quote of the coach/economy class fare directly to and from the approved destination. Be sure to obtain a quote at the time you are booking your airfare. Quotes done after the trip takes place are not eligible. Written quote must come from a website (printed with URL address and showing/ or from a travel agent).

#### \_ Lodging Arrangements

You will be reimbursed for no more than 50% of the U.S. government per diem rate listed at [www.state.gov/m/a/als/prdm/](http://www.state.gov/m/a/als/prdm/). If your destination city is not listed, please choose "Other" to determine the per diem rate.

### During Trip - Collect Documentation

#### \_ Airfare Passenger Receipt or E-ticket Receipt

Keep the Passenger Receipt or E-ticket Receipt, which shows the ticket number, the complete routing codes including layover and flight segments, and the fare amount charged (i.e., point-to-point fare). In addition to the Passenger Receipt, you must provide a printed itinerary.

#### \_ Hotel Statement

Obtain a detailed copy of the hotel statement showing the occupant's name, arrival/departure dates, room rate per night, and total charges (indicating a zero balance). If the hotel statement is in a foreign language, please provide the English translation. If the hotel was reserved and prepaid online or through a travel agent, you must obtain a receipt from the hotel showing the occupant's name and arrival/departure dates to confirm the reservation was kept. Foreign currencies charges shown on credit card statement are not eligible for reimbursement.



#### **\_ Trade Show Booth Photo**

Take a photo of the trade show booth during the show, including:

- Brand name products on display
- U.S. statement of origin
- Employees manning the booth

#### **\_ Meals & Incidentals (M&IE)**

These expenses are reimbursed at no more than 50% of the U.S. government per diem rate for meals, regardless of the actual costs. It is not necessary to submit itemized receipts. The M&IE per diem rate can be found at [www.state.gov/m/a/als/prdm/](http://www.state.gov/m/a/als/prdm/). If your destination city is not listed, please chose "Other" to determine the per diem rate.

### **After Trip – Assemble Documentation**

#### **\_ Trip Report Form**

Complete the form and attach a list of contacts made at the show (can be copies of their business cards). This form can be found on OED's website.

#### **\_ Travel Expense Summary Form**

Complete the form to determine the total reimbursable travel expenses, including airfare, hotel, and M&IE. This form can be found on OED's website.

#### **\_ Compile Additional Documentation to Submit with Reimbursement Claim**

##### **\_ Travel Notification Form**

(if on a group trade show or mission the organizer may have submitted a list of all delegation members - - please check)

##### **\_ Airline Passenger Receipt or E-ticket Receipt and itinerary**

##### **\_ Proof of payment for airfare**

##### **\_ Copy of hotel statement**

##### **\_ Proof of payment for hotel**

##### **\_ Photo of booth**

## Reimbursement Requirements

Mail hard copies of the completed Claim for Reimbursement and supporting documentation to OED. All reimbursement claims must be submitted to OED within 30 days of the completion of the promotional activity. For activities that end in September, claims are due in the OED office no later than 15 days after the end of the program year. The minimum reimbursement request amount is \$2,500.

You must provide OED with supporting documentation for each reimbursement claim. All reimbursements require the submission of three items:

- An invoice
- Proof of payment
- Proof of activity - If a picture or printed material is being submitted as proof of activity, only one of each item is needed per reimbursement request. It is not necessary to attach a copy to each item within the claim.

Keep copies of all reimbursement request materials, including original copies of vendor invoices. Upon review, OED may request original documentation. *Please note:* You are required to maintain your NITRO Market Entry Program files for 3 years following the end of the program year. Files are subject to audit by the U.S. Small Business Administration. Once your reimbursement claim has been reviewed and you have been notified of any additional documentation that is needed, you have 15 days to provide the documents or your reimbursement claim may be denied.

## **General Requirements for Reimbursement**

### **General Requirements – Invoices**

All invoices submitted for reimbursement must contain detailed information:

- Date
- Name and contact information of vendor
- All itemized charges (summary invoices are ineligible)

Invoices must either be in English or be accompanied by an English translation. For foreign currency exchange rate conversions please use [www.oanda.com](http://www.oanda.com), and put in the date or date range).

### **General Requirements – Proof of Payment**

Proof of payment is required for all expenses over \$10.00.

#### **Cash Receipt**

A signed receipt for cash expenses less than \$1,000. For cash expenses exceeding \$1,000, a letter from the vendor stating the invoice has been paid in full.

#### **Check**

A cleared, bank-encoded check, or a copy of the front of the check accompanied by a copy of the bank statement showing the check withdrawal as a line item.

#### **Credit Card Statement**

Must show name of the participating company, the vendor, and the charge as a line item, and the last 4 digits of the account number.

#### **Wire Transfer Confirmation**

The request alone is not sufficient; wires must be confirmed by the bank.

#### **Credit/Debit Memo**

A copy of the credit/debit memo, a copy of the account statement or product invoice showing the deduction taken, and copies of invoices for product shipped to the vendor that equal or exceed the amount of the credit/debit memo.

### **General Requirements – Proof of Activity**

All documents must be submitted with an English translation. All activities must clearly show the brand name and the U.S. origin statement.

## Specific Requirements by Activity

The activities listed below require specific documentation in order to qualify for reimbursement.

### Advertising

#### Newspapers/Magazines/Grocery Circulars

- \_ Original advertisement
- \_ Publication cover page showing the date and name of the publication
- \_ A current circulation report for the publication showing distribution in that country market

#### Billboards and Moving Ads

- \_ Geographical location (be very specific)
- \_ Length of rental (be very specific)
- \_ Photo of billboard or moving ad at each location (try to include in photo objects that help identify place and date)

#### Broadcasting TV or Radio Ads

- \_ Name of TV or radio station
- \_ Geographical location
- \_ Country and cities where ad was broadcast
- \_ Date and run times of broadcasts
- \_ DVD, CD or cassette of the radio/television commercial
- \_ Invoices of Production costs must be submitted in conjunction with the purchase of radio or TV broadcast time

### Event Support Assistance

- \_ Express wages as (rate per hour) x (hours worked) x (days worked)

Example: \$15 x 6 hours x 3 days = \$270

- \_ Photos of the contractors working for the participant company at the demonstrations, trade show, or international trade seminar. Contractor may not be a direct relative. If there is any questions on eligibility or a relative please contact OED to obtain written permission.

### Freight

#### Sample shipments to international customers

- \_ Proof of activity is required

#### Booth Shipments

- \_ Photo of the booth taken during the trade show with the products on display

#### Marketing Materials

- \_ Copy of promotional material or a photo of large displays for point of sale (POS) shipments

### In-Store Demonstrations/Displays

#### In-Store Demonstrations

- \_ List of products being demonstrated
- \_ Dates, hours, and store location for each demo
- \_ Demonstration report for each demo performed or one photo per 25 demos per store location

#### In-Store Displays

- \_ List of products being promoted
- \_ Dates and locations of space rental
- \_ Photos of the display for each location

### Modifications to Labels and Packaging

- \_ Original domestic package or label and updated package or label with the changes highlighted
- \_ Foreign label regulations with sections identifying the required changes highlighted
- \_ Printing charges indicating the quantity produced (should not exceed 1 year's supply)

### **Printed Sales Materials**

\_ Sample of the materials. A legible photo may be submitted for items that are larger than a banker's box.

If a mailing is done with the printed sales materials, you must also submit:

- \_ Mailing date and receipt for postage
- \_ Quantity of items posted or picked up
- \_ Complete list of addresses to which the sales materials were sent

### **Trade Shows**

\_ Photo of the booth taken during the show with the products on display, or the listing in the show exhibitor's guide and a copy of the cover of the guide. The Made in U.S.A. signage must be visible in the photo. *Exception:* Distributors and Foreign Third Parties must provide a photo of the booth to qualify for reimbursement.

*Please note:* If a U.S. Pavilion is present, the participant must exhibit within it in order to receive reimbursement for any associated expenses. This includes any distributors representing the participant's products at shows. If no U.S. Pavilion exists at a show, this rule does not apply.

### **Translations**

\_ Samples of the original item in English and the translated item. A legible photo may be submitted for items that are larger than a banker's box

### **Travel**

#### **Travel to exhibit at International Trade Shows or to participate in State-Directed International Trade Missions**

\_ Photo of the booth taken during the trade show that includes:

- Branded products on display
- U.S. statement of origin
- Employees manning the booth

*Please note:* Travel expenses are eligible for a maximum of two U.S. based company employees. Travel expenses are not eligible for importers/distributors, consultants, or interpreters. Also, ground transportation is not a reimbursable expenditure

#### **Airfare**

\_ Passenger Receipt or E-ticket Receipt indicating direct flight(s) on U.S. carrier to and from the approved destination with full fare coach/economy class tickets

\_ Flight itinerary listing each leg of the flight, flight numbers, airports, dates, and times. *Please note:* U.S. carrier airline codes flight numbers are required for flights departing from and arriving in the United States

\_ If applicable, a quote for a full fare coach/economy class ticket on a U.S. carrier to and from the approved destination

#### **Lodging**

\_ Hotel statement or receipt showing occupant's name, arrival/departure dates, room rate per night, and total charges and a zero balance. If the statement is in a foreign language, please provide an English translation

#### **Prepaid Lodging**

- \_ Detailed invoice from the travel agent or web site listing the nightly room rate
- \_ Statement from the hotel detailing the occupant's name and the arrival/departure dates

## **OED Services**

The Nevada Office of Economic Development (OED) is the leader in developing and maintaining a diverse economic base, ensuring a healthy economy for the Silver State. Established in 1983, under Governor Richard Bryan, the state agency was tasked with promoting and encouraging vital economic interests of Nevada, except for travel and tourism.

OED is funded by the State of Nevada General Fund and delivers programming through cooperative agreements with U.S. Department of Agriculture, Housing and Urban Development, the Defense Logistics Agency and the Small Business Administration.

### **OED Services**

- Relocation & Expansion Assistance
- Site Selection
- Nevada Film Office
- Procurement Outreach
- Rural Community Development & CDBG
- Global Business Development
- Office of Protocol

### **Export Activities**

#### **Export Readiness Programs**

These programs, in seminar or individual counseling session format, are designed to assess a company's readiness, and potential for success, in exporting products or services. They can also be used for existing exporters to enter new unfamiliar markets.

#### **Export Seminars and Counseling Services**

These seminars are designed to give potential exporters information on: new potential markets (e.g., China); information on federal grant and related programs. The individual counseling services are designed to help an individual company deal with a specific issue or opportunity.

#### **International Trade Shows and Trade Missions**

We help organize a section of a U.S. pavilion at an international trade show along with assisting companies with the services they need to successfully exhibit. In some cases this is providing interpreters, arranging individual meetings with foreign buyers during the exhibition, conducting in-market research in conjunction with the exhibition, etc. A Trade Mission, done on its own or in conjunction with an international exhibition, is designed to take Nevada companies to meet with distributors or buyers in other countries who may be interested in purchasing the Nevada companies' products/services or forming some other type of relationship (e.g., a joint-venture). For some industry segments, substantial grant funding may be available to help defray the cost of the trade show or trade mission.

#### **Administration of Federal Export Grant Programs**

For most market sectors, such as food, agriculture and related products and retail/industrial products, we administer Federal Grant programs in Nevada for export promotion of your products.

#### **Inbound Buying Missions**

We bring pre-screened buyers from various countries and market segments to meet with our companies in Nevada, at their place of business or some other venue, specifically to speak individually with Nevada companies about their products and services.

**Foreign Direct Investment (FDI) Activities**

We work closely with the “Invest in America” program of the U.S. Department of Commerce and companies from other countries who are interested in setting up U.S. operations in Nevada. We work closely with our International Trade Representatives and local Development Authorities to get the necessary assistance for these companies.

**Independent Trade Representatives**

Through our network of independent trade representative offices throughout the world--Shanghai, Beijing, Hong Kong, Germany, Brazil and Italy--these representatives can help Nevada companies to access their country markets as well as assist companies in their countries to set up operations in Nevada or partner with Nevada companies.

**Web Resources**

Visit [www.diversifynevada.com](http://www.diversifynevada.com) to take advantage of our many business development resources.

The STEP Program regulations are continually updated by OED. For this reason, this manual is not all-inclusive. OED does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation or marital/family status. Persons with disabilities, who require alternative means for communication of program information, should contact us.

Nevada Office of Economic Development  
808 West Nye Lane  
Carson City, NV 89703  
(775) 687-9900  
[www.diversifynevada.com](http://www.diversifynevada.com)